



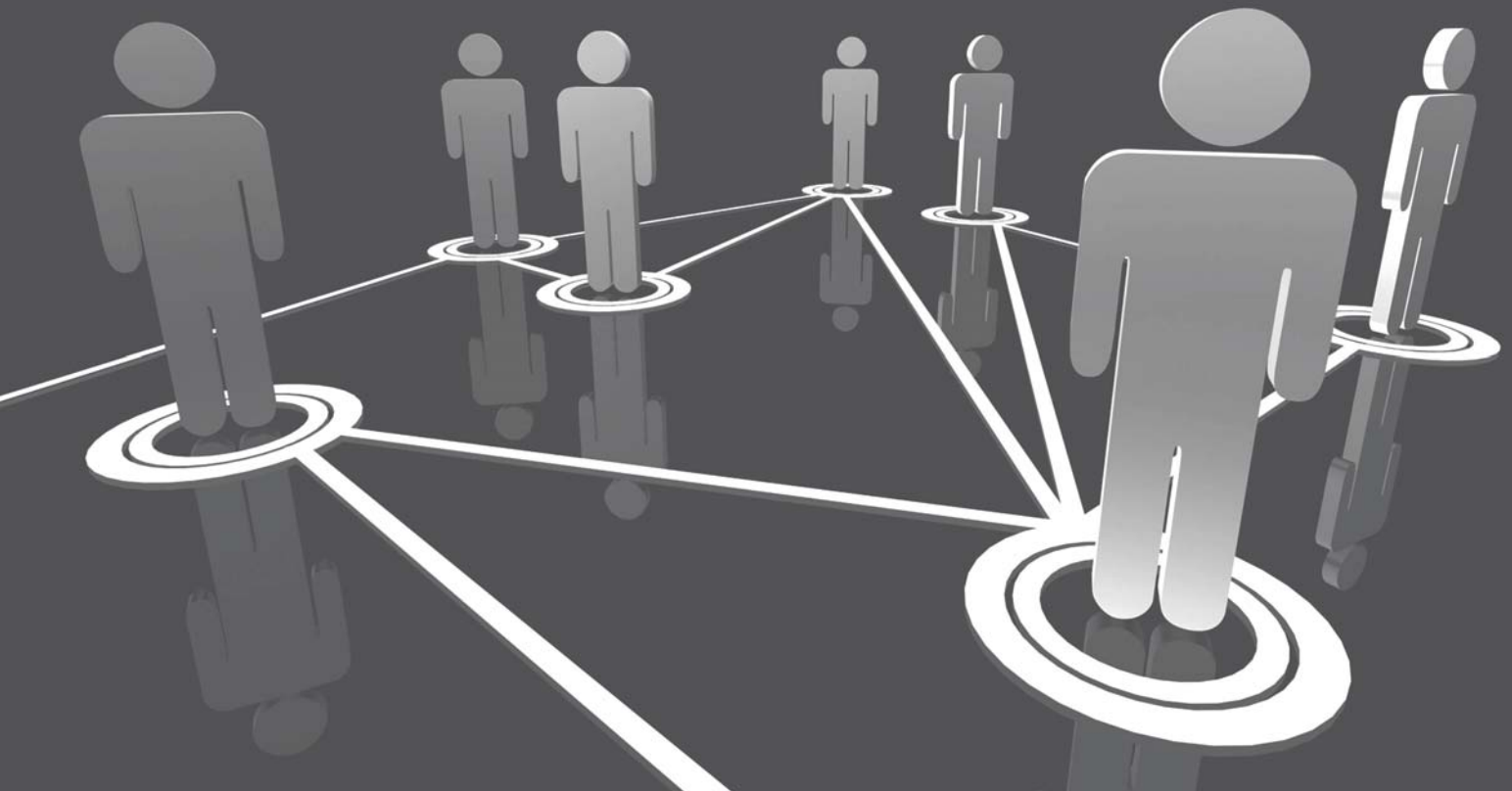
Strategic Procurement

Strategic Procurement for Sustainable Cost Reduction and Value Creation

15 March 2011 | Sheraton Karachi Hotel

16 March 2011 | Pearl Continental Hotel, Lahore

9:00 am to 5:00 pm



1% purchasing cost reduction has the same impact
on **profit** as a **10%** increase in **turnover**...

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OVERVIEW

Procurement is no longer a simple matter of processing purchase orders, it's integral to business success. If your company is not thinking strategically about procurement, then you could be missing an opportunity to improve your cost management structure.

Procurement has grown in prominence much faster than many other functions as Executives the world over are recognizing that effective procurement strategies are the highroad to cost savings and competitiveness.

Strategic Procurement delivers the lowest total cost of materials and services, while improving service quality and typically, **1% purchasing cost reduction** has the same impact on profit as a **10% increase in turnover**. As globalization changes the basis of competition, strategic procurement is moving from the periphery of corporate functions to the core.

The pressure for Pakistan organizations to transform from tactical buying to strategic procurement is enormous given the impacts of the recent economic downturn, but most procurement departments still lack skilled resources, processes and systems needed to cope successfully with this change.

Middle East and South Asian companies have historically been very focused on the short term, and at the moment strategic procurement is integrated in business processes in fewer than one in four companies.

The Strategic Procurement Master Class will help to explain how to transform from tactical buying to strategic procurement, so as you can deliver real benefits to your business creating cost reduction and value creation opportunities in a changing supplier landscape.

This Master Class will focus on all aspects of strategic sourcing - particularly outsourcing, procurement and supply-chain management issues. It will focus is on linking these processes into the overall strategy for the organization ensuring that the models and structures are optimized to deliver efficient, effective and transparent results, and actually do deliver the business benefits or gains.

BENEFITS

This Master Class will provide the attendees with the benefit of learning from an experienced legal professional who lives and works in the MENASA region, as to current best practice in strategic procurement.

Attendees will gain:

- A detailed understanding of the difference between purchasing and strategic sourcing, the advantages strategic sourcing offers, and the latest trends in procurement.
- An innovative model to apply "best-in-class" procurement features within an organisation.
- A comprehensive knowledge of how to capture the commercial deal and legal framework options available.
- Tactics, options and strategies for negotiating with sole or single source suppliers.
- Laminated copies of the Sourcing Pyramid © and the Contract Model Decision Tree ©.

WHO SHOULD ATTEND

- C-Level Executives
- General Managers and Managing Directors
- E-Procurement Service Providers
- Outsourcing Service Providers

VPs, Directors, Managers and Heads of

- Procurement
- Purchasing
- Contracts
- Logistics
- Supply Chain Management
- Materials Management
- E-Procurement Enablers
- Finance
- Operations
- Vendor Relations
- Legal Services
- Business Process Management
- Corporate Planning
- Support Services
- Strategy
- Quality and Performance Management
- Corporate Affairs
- Corporate Governance
- Stores and Inventory Control

COMMENTS FROM PREVIOUS WORKSHOP ON:

"Outsourcing Contracts and SLAs"

Perfect! Very good voice/ English speaking, good command on topic, very relevant experiences, one of the best trainers, I had seen in at least a dozen workshops.

Syed Ahmed,
CEO, DPL (Pvt) Ltd.

Quentin made the learning fun and interesting and has in-depth knowledge of the course material.

Muneeza Iftikhar,
Engro Corp

Quentin, in addition to his pleasant personality knows a lot about the course and is also a good listener.

Asim H. Akhund,
Engro Fertilizers

Good trainer lot of areas covered in short span of time.

Kashif Naseer,
NRSP Micro Finance bank

Program Agenda

08:30 am - 09:00 am

Registration

09:00 am - 9:15 am

Introduction

09:15 am - 10:45 am

Understanding strategic sourcing

- Introduction to procurement and procurement strategy
- Evolution from buying to sourcing
- Understanding sourcing strategy
- The procurement model
- Latest trends in procurement

10:45 am - 11:00 am

Coffee break

11:00 am - 12:30 pm

The sourcing pyramid ©

- Putting the pieces together
- Organisational structure
- End users / business units
- Supplier relationships
- Creating “best-in-class” procurement

12:30 pm – 2:00 pm

Prayer break / lunch

2:00 pm - 03:30 pm

Negotiating for sole and single source situations

- Identifying when you are in a sole or single source dilemma
- Dealing with the in-balance of power
- The 7 techniques to assist

03:30 pm – 04:00 pm

Coffee break / prayer back

4:00 pm - 05:00 pm

Integrating commercial and technical requirements into legal frameworks

- Capturing the commercial deal
- Legal framework options
- The contract model decision tree ©

05:00 pm

End of master class



Quentin Lowcay
Partner, *Kensington Swan*

Quentin Lowcay is the senior Outsourcing and Procurement partner at Kensington Swan, the New Zealand based international law firm, with local offices in Abu Dhabi.

Quentin has over 16 years experience in the technology sector, and was a former IBM New Zealand general counsel, has been seconded to Fujitsu and Unisys, and was the principal outsourcing adviser to EDS UK and Accenture UK whilst at Allen & Overy in London.

He has been the lead Asia-Pacific adviser to the global outsourcer HCL Technologies (based in India), and is a lead adviser to several multi-nationals in relation to global technology and procurement contracts.

Quentin specialises in complex strategic sourcings for customers, suppliers and Governments in Australasia, Asia-Pacific, India and Dubai. He has been working in the Gulf Region for over 6 years. Quentin is a Tier-1 specialist, and ranked internationally as a leading adviser in his field by Chambers Global and Asia-Pacific Legal 500.

Quentin is a prominent commentator and author on the topics of outsourcing and related strategic procurement issues, regularly speaking in Dubai, Abu Dhabi, Australia, New Zealand and India, and being the lead author of the book “Malleasons on Outsourcing”.



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TerraBiz
Training | Conferences | Exhibitions

15 March 2011 | Sheraton Karachi Hotel
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9:00 am to 5:00 pm

In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organisation.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen by and convenient to you. For onsite customized programs by **Quentin Lowcay**

Please contact **Muhammad Faheem**
Email: muhammad.fatheem@terrabilgroup.com
Phone: +92 21 3455 0431 | Cell: +92 343 206 6050

Workshop Investment:

Rs. 32,500/- Per Participant

*Early Bird Discount: (Before 1st March 2011)

Rs. 30,500/- Per Participant

*Every 4th Participant from the same organisation is **FREE!**

Includes course ware, Terrabil certificate, lunch, refreshments and business networking.

*Discounts are mutually exclusive

TerraBiz
Training | Conferences | Exhibitions

We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabil organized a highly successful CFO Conference ‘Rising CFO’ in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabil and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship’09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabil Human Capital Management Conferences which were held in Karachi and Lahore in April09 and July09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabil has also organized some events with Google Pakistan.

Terrabil was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pak-Arab Refinery Limited (PARCO), Oil and Gas Development Limited (OGDCL), Total Atlas Lubricants Pakistan (Pvt) Limited, Shell Pakistan Limited, Byco Petroleum Pakistan Limited, National Refinery Limited (NRL), Pak Arab Refinery Company Limited, Pakistan Petroleum Limited, BOC Pakistan Limited, BP Pakistan Exploration and Production Inc, Attock Refinery Limited (ARL), Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

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Dr. John Paul (PhD, MBA, MSc, BEng)

Managing Director, iCognitive -Singapore

Professor, Research Fellow of Bordeaux School of Management- France

Founder member of South East Asia Chapter of Supply Chain Council

Technical Development Committee Member of Supply Chain Council

Supply Chain Council Certified SCOR instructor in the SEA

For Registration Contact Tanvir Hussain

Cell: +92 321 232 2486 & +92 300 213 3849

Phone: +92 21 3455 0431 & +92 21 3455 319

Facsimile: +92 21 3455 7264

Email: tanvir.hussain@terrabilgroup.com

register@terrabilgroup.com

Send your cheque in favor of "Terrabil" to Murad Hassan

Suite # 403, Shahwar Trade Center,

Above Standard Chartered Bank, Allama Iqbal Road
branch, P.E.C.H.S., Block 2, Karachi, Pakistan.

Phone: +92 21 3455 0431 & +92 21 3455 0319

Cell: +92 300 922 0647 & +92 321 278 1000